

Message Text

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ACTION COME-00

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R 240905Z DEC 75
FM AMEMBASSY YAOUNDE
TO SECSTATE WASHDC 7393
INFO AMCONSUL DOUALA

UNCLAS YAOUNDE 4274

E.O. 11652: N/A
TAGS: BEXP, CM
SUBJ: PROPOSED FY 1977 TRADE PROMOTION SCHEDULE WESTERN AND CENTRAL
AFRICA

REF: A) STATE 294627., B) STATE 296336

EMBASSY YAOUNDE/CONSULATE DOUALA HAVE REVIEWED PROPOSED EVENTS
LISTED REF A. FOLLOWING SUGGESTIONS PREDICATED ON SUPPOSITION
THAT DATES FLEXIBLE, PARTICULARLY WHEN NUMBER COUNTRIES
INVOLVED, SO THAT EVENTS TENTATIVELY SCHEDULED SAME MONTH
(SEE A AND D BELOW) COULD, IN FACT, BE HELD A MONTH OR
LONGER APART BY POST BEING AT BEGINNING ONE ITINERARY AND END
OF ANOTHER. ON THIS BASIS WOULD RANK EVENTS DESIRED FOR
CAMEROON IN FOLLOWING ORDER OF PREFERENCE:

A. JANUARY 1977 INTEGRATED AGRIbusiness TECHNICAL SALES
SEMINAR (FOR WHICH CAMEROON NOT ON PROPOSED LIST). BELIEVE
THIS AREA GREATEST POTENTIAL AMERICAN BUSINESS AND WOULD BE
GOOD FOLLOW-UP TO OPIC-SPONSORED INVESTMENT MISSION TENTATIVELY
SCHEDULED MARCH 1976 (REF B).

B. NOVEMBER 1976 FOOD PROCESSING AND PACKAGING TRADE MISSION
WOULD FIT NEATLY IN BETWEEN OPIC MISSION AND AGRIbusiness
TECHNICAL SALES SEMINAR.

C. APRIL 1977 COMMERCIAL FISHING TECHNICAL SALES SEMINAR NOT
RATED TOP PRIORITY PRESENT TIME DUE UNSETTLED STATE CAMEROONIAN
FISHING INDUSTRY AND LIMITED NUMBER OPERATING COMPANIES (FIVE).
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BELIEVE LOCAL COMPANIES WOULD BENEFIT FROM SEMINAR, BUT

COMMERCIAL OPPORTUNITIES PRESENTLY RATHER LIMITED DUE ORIENTATION OF FIRMS. SITUATION MAY CHANGE BY END OF NEXT YEAR AS AMERICAN- OWNED COMPANY COULD OBTAIN MANAGEMENT CONTRACT FOR ONE COMMERCIAL (SPANISH) FISHING COMPANY AND FURTHER CHANGES IN INDUSTRY EXPECTED. CURRENTLY COMPANIES OWNED BY CAMEROONIAN, AMERICAN, FRENCH, SPANISH, NIGERIAN AND ISRAELI INTERESTS.

D. JANUARY 1977 WOODWORKING CATALOG SHOW OF LOW PRIORITY DUE RAFTER LIMITED SUCCESS PREVIOUS EFFORTS AGRICULTURAL EQUIPMENT AND SUPPLIES (JAN. 27-31, 1975) AND FOOD PROCESSING AND PACKAGING (JUNE 17-21, 1974) CATALOG SHOWS. EMBASSY AND CONSULATE WILLING MAKE ANOTHER ATTEMPT IF MATERIALS AVAILABLE IN FRENCH (NOTE OTHER POSTS UNDER CONSIDERATION ALSO FRANCO-PHONE), EMPHASIS PLACED ON SMALL-SCALE WOODWORKING MACHINES, SERVICES FRENCH-SPEAKING INDUSTRY TECHNICAL REP DEFINITELY CONTRACTED FOR BEFORE FINAL SHOW DATES ESTABLISHED AND HIS SERVICES AVAILABLE CAMEROON FOR 9-12 DAY PERIOD TO ENABLE US HOLD SHOW BOTH YAOUNDE (GOVT) AND DOUALA (BUSINESS).

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